City of Minneapolis Quarterly Update

March 13, 2014

After 6 Months and Harsh Winter, Going Strong!

Facebook – 1,917 likes, Twitter – 861 followers

"Okay...I am impressed. I wasn't sure how these things could handle the winter roads."

Seriously one of the best $35 I've spent. Parallel parking those little guys even with snow and parking restrictions is a breeze **@car2goMPLS**"

"**@car2goMPLS** I did! Thanks for coming to Mpls. You are a fabulous addition to my bag o' tricks, so I don't have to own a car."

"Packing for vacay I took my @car2goMPLS card out of my wallet to not loose it, but then realized I can use it for @car2goSeattle !!! #vroom"

"Man, I didn't know it was national @car2goMPLS day! Walked to brunch and saw 5 parked and 7 driving cars! #love #car2golife"

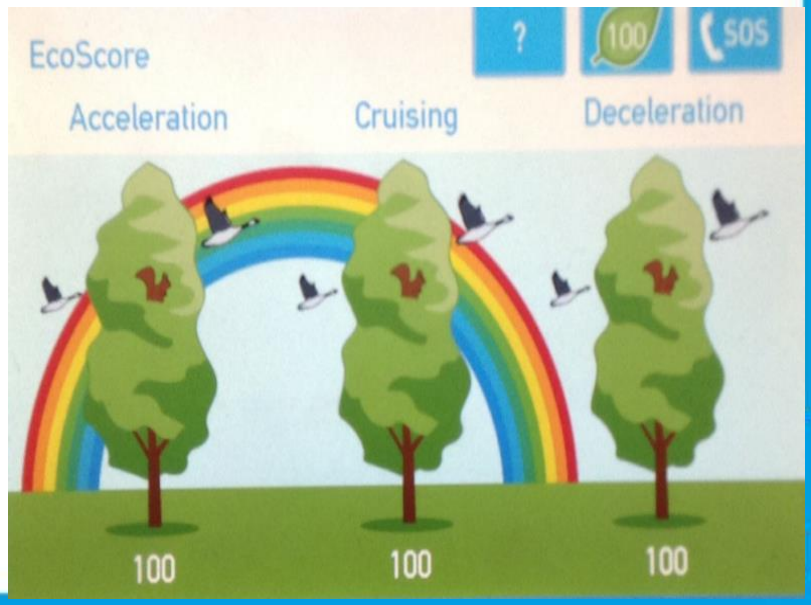
Facilitating Carsharing/Reducing Car Use

Minnesota Pollution Control Agency

Living Green 365: Choosing your next vehicle
Minnesota Pollution Control Agency sent this bulletin at 02/13/2014 12:25 PM CST

Reconsider buying altogether.

Another option for people who are considering a vehicle is to try car sharing, rather than purchasing their own. If you do not frequently use your vehicle, car sharing services such as HourCar or ***car2go*** provide cars for people living in the Twin Cities metro area. This service provides access to a car when you need it without having to own it. The gasoline, insurance and maintenance costs are included in the user fee.

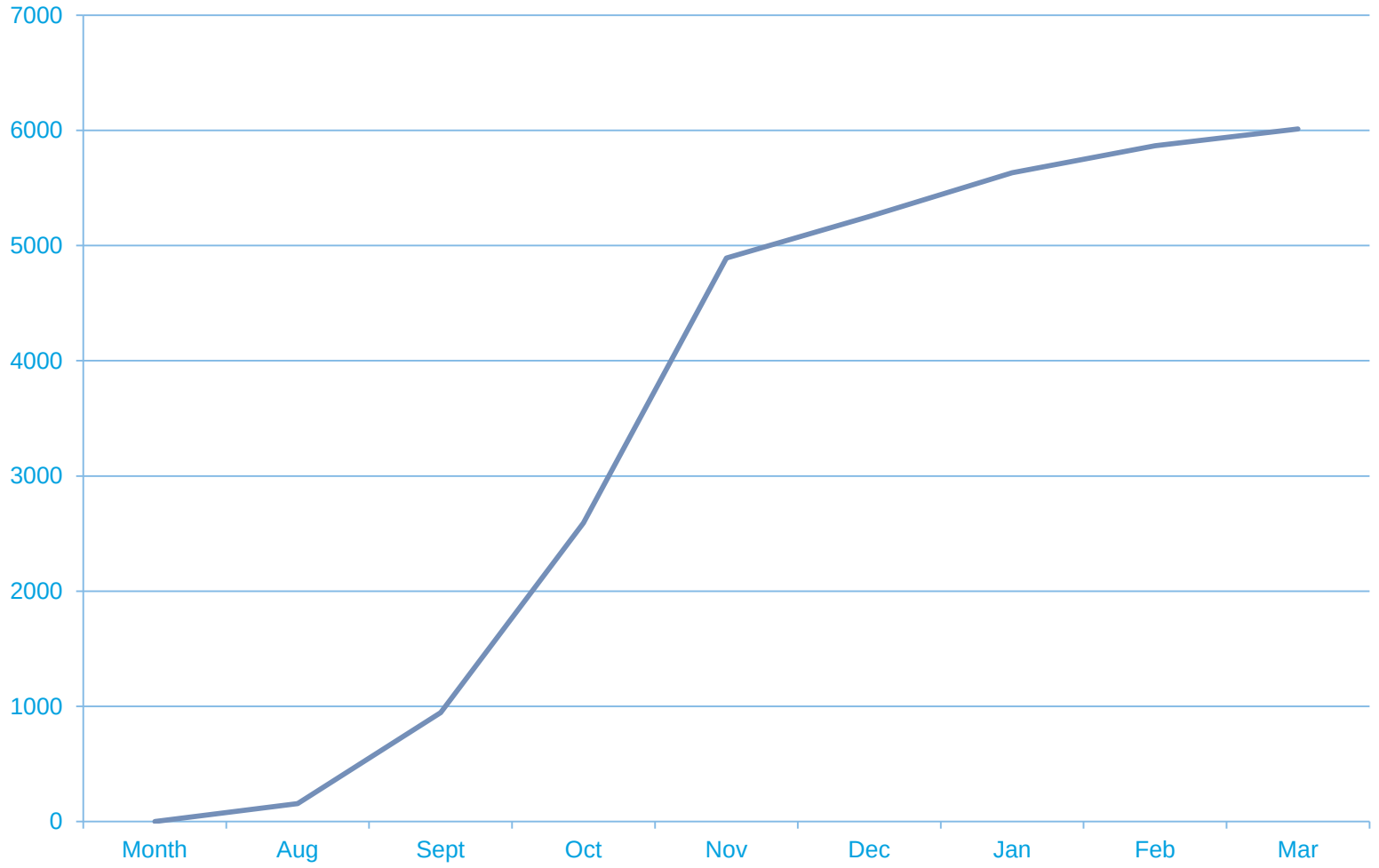


Employers Catching On

- Wells Fargo – Metropoint
- Target – Target North Campus
- Metro Transit – Guaranteed Ride Home
- CoCo/Joule
- Greco LLC
- JE Dunn Construction
- Retrace Health

Member Growth

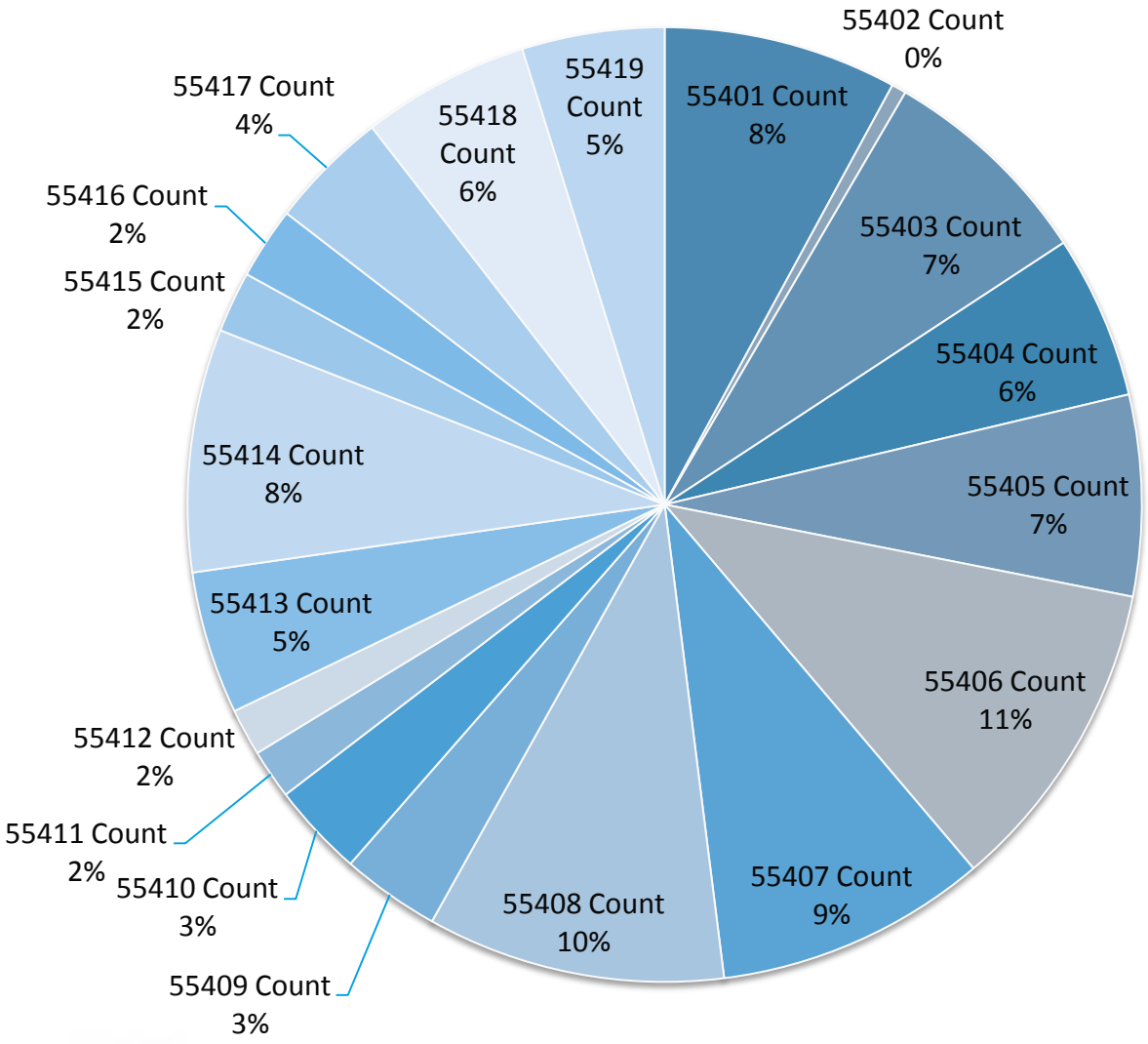
Now over 6,000 members in just 6 months of operations



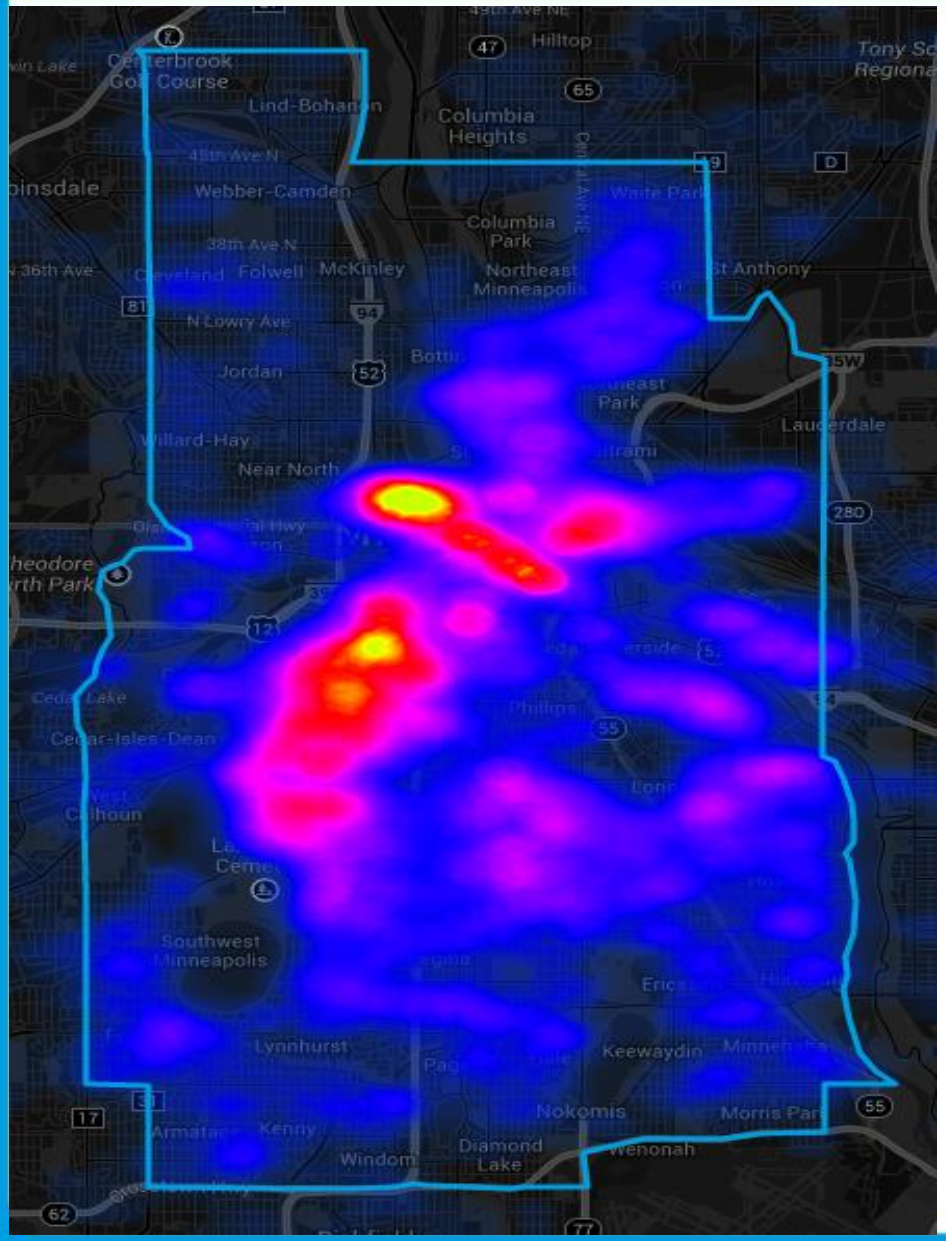
Member Distribution by Zip Code

Zip codes with largest gains since last quarter were 55403, 55405, 55406, 55407, 55408

Zip Code	Members
55401	368
55402	23
55403	341
55404	257
55405	316
55406	497
55407	428
55408	469
55409	155
55410	147
55411	78
55412	74
55413	225
55414	382
55415	96
55416	113
55417	188
55418	264
55419	224
55454	39
55455	18
55458	3
Others	1596

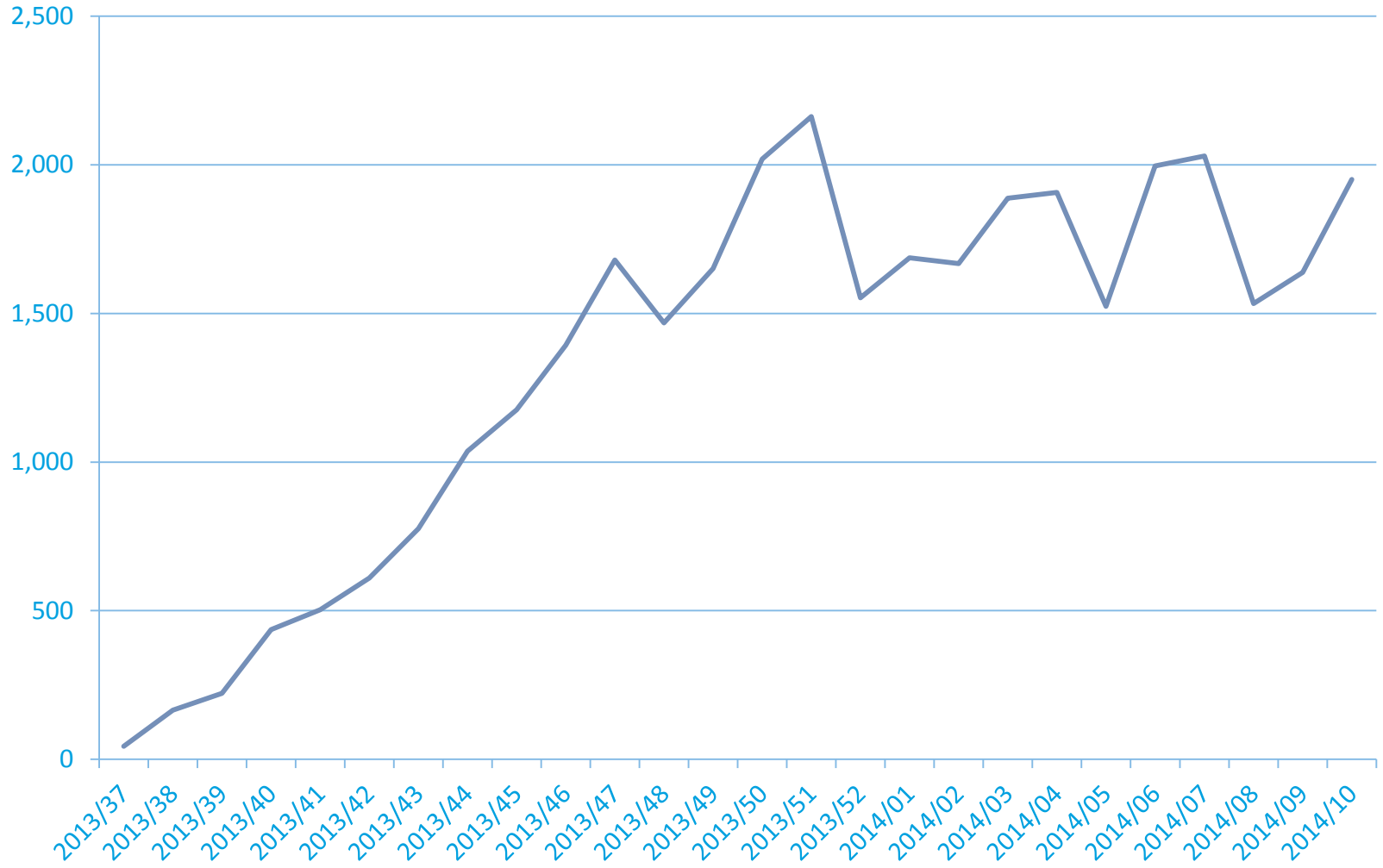


Member Distribution Map



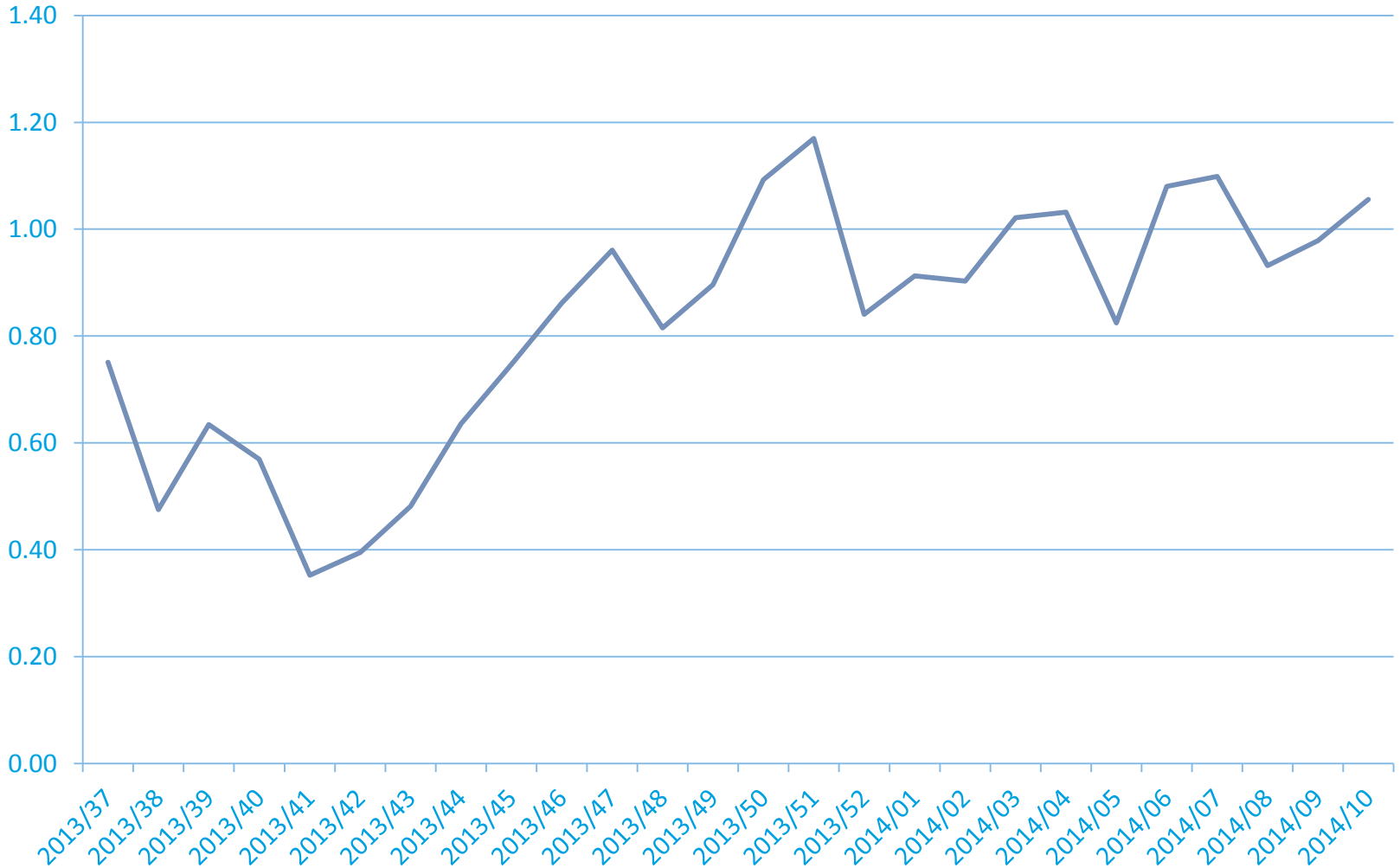
Rentals per Week

Cold and snow caused inconsistency throughout winter



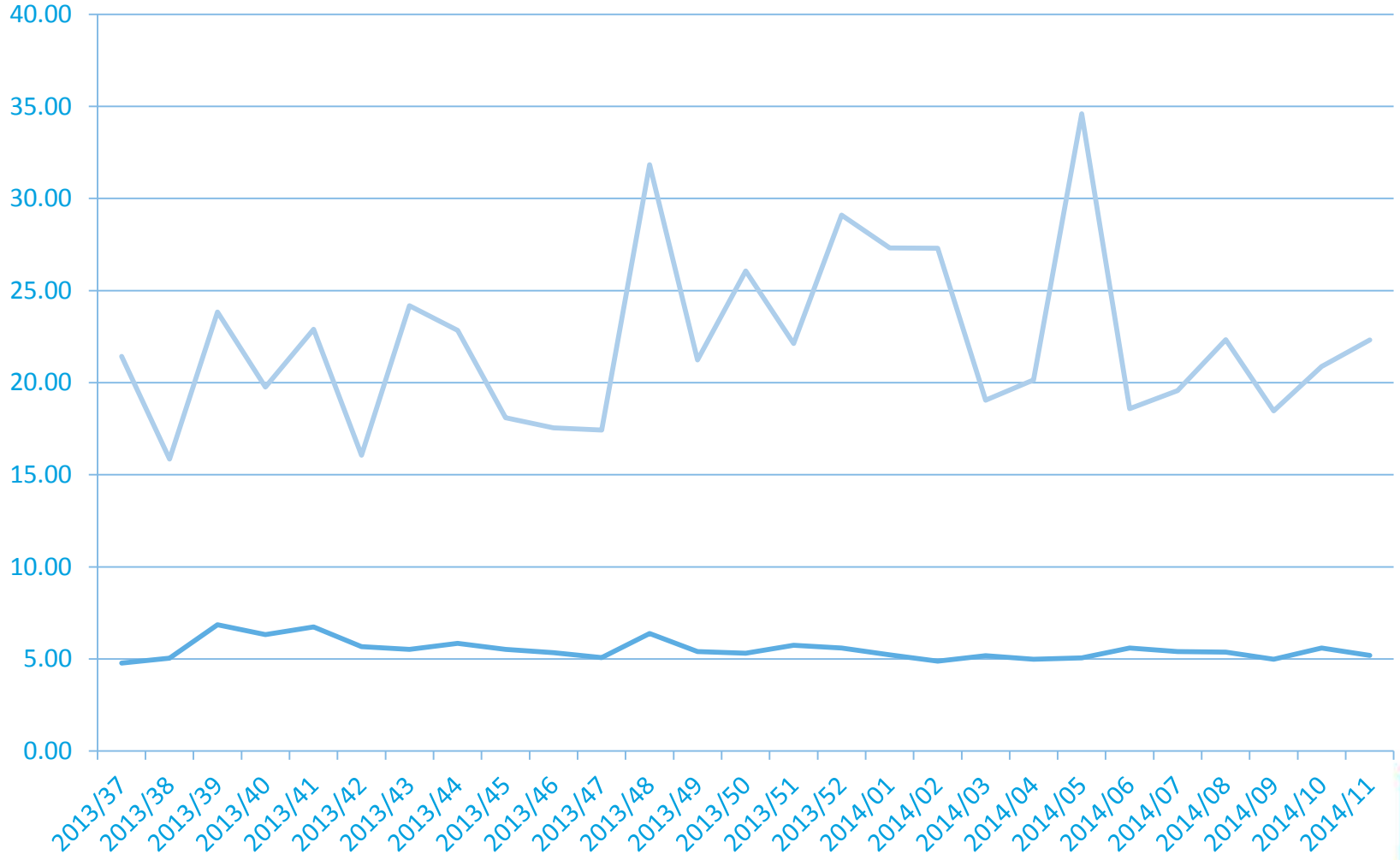
Average Rentals per Car

Development consistent with patterns seen in established markets despite harsh winter



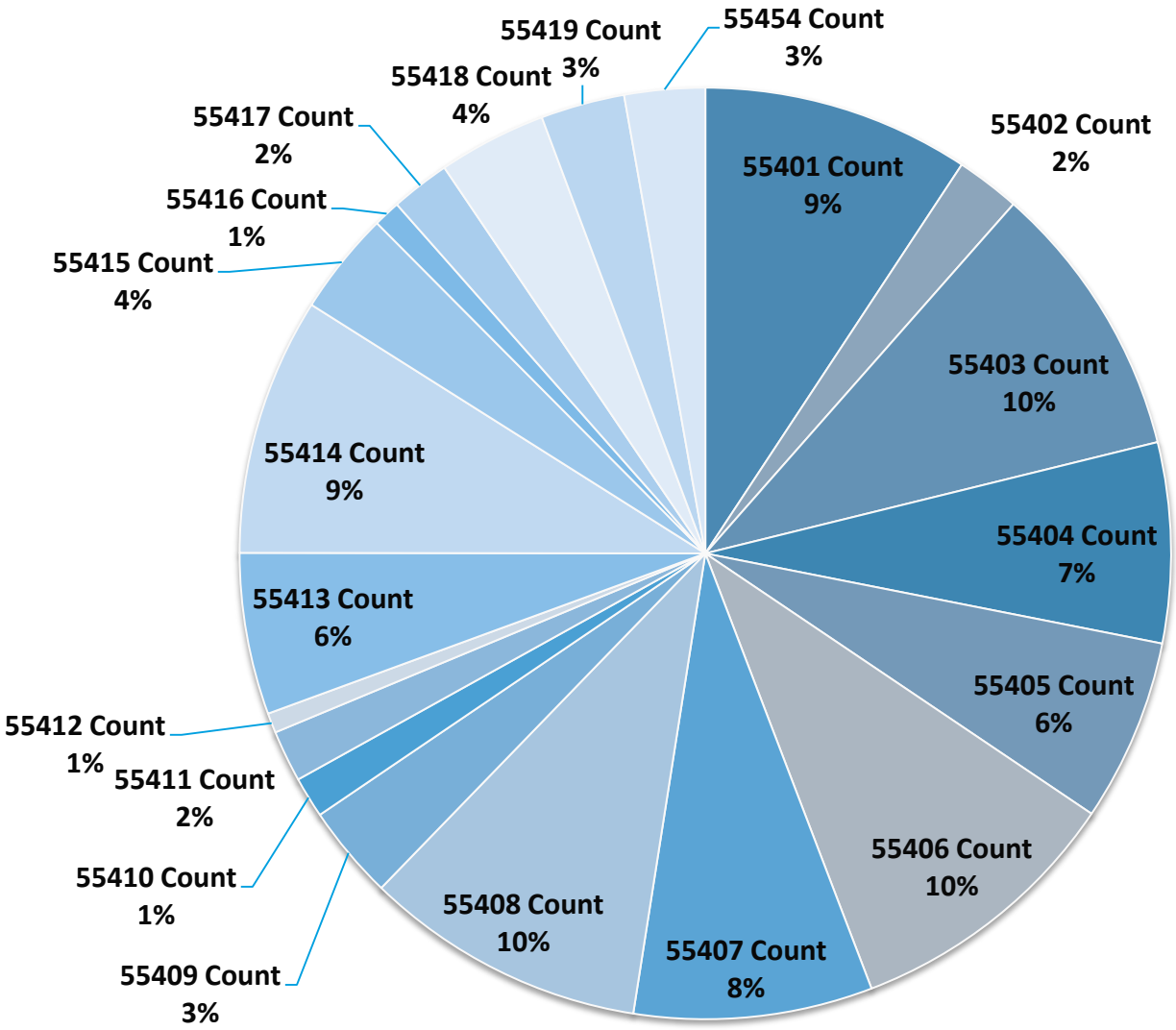
Mileage/Minutes per Trip

Miles/minutes remain consistent with numbers in established markets, averaging around 5 km (3.1 mi) and 20 min per trip



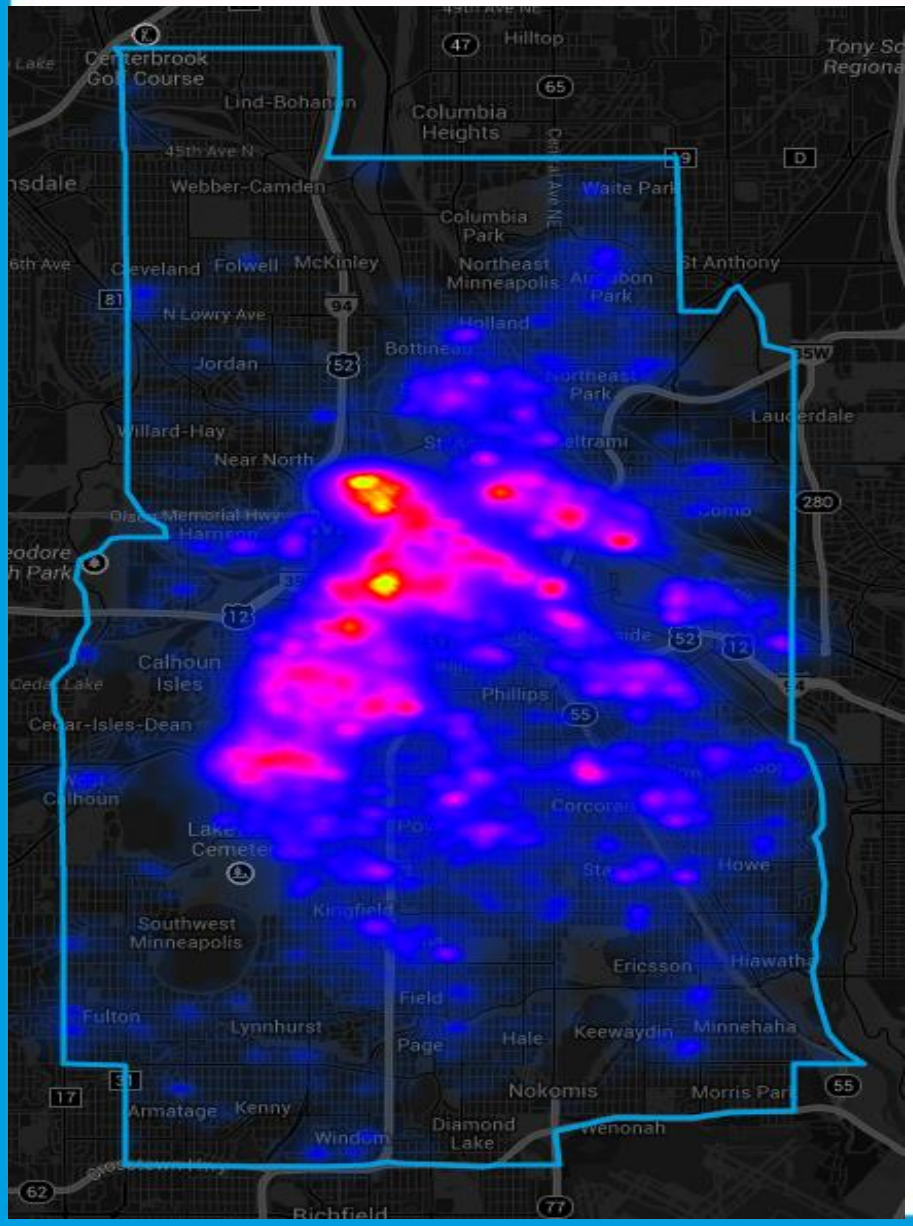
Trip Starts by Zip Code

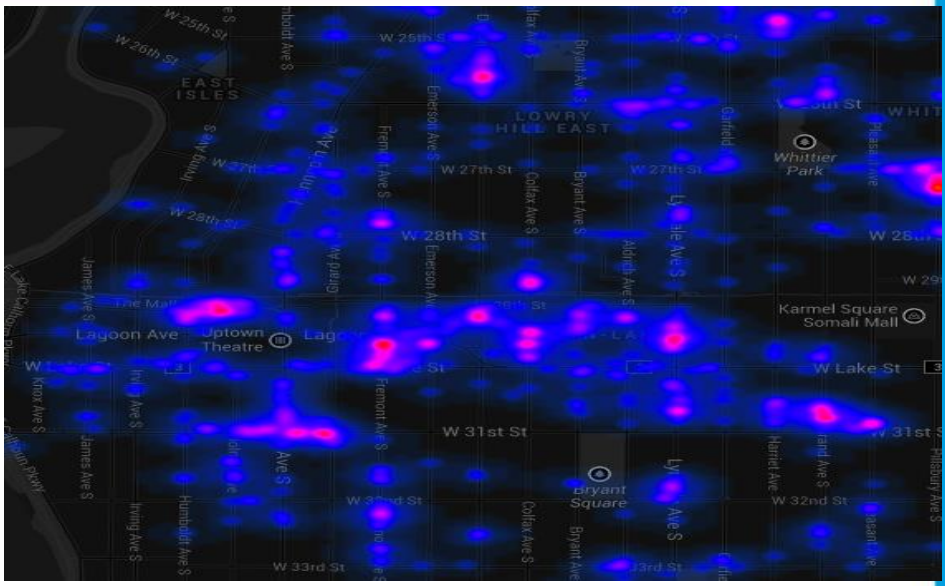
Zip Code	Starts
55401	2295
55402	550
55403	2387
55404	1717
55405	1567
55406	2412
55407	2048
55408	2417
55409	808
55410	351
55411	442
55412	170
55413	1387
55414	2211
55415	886
55416	231
55417	508
55418	929
55419	721
55454	691

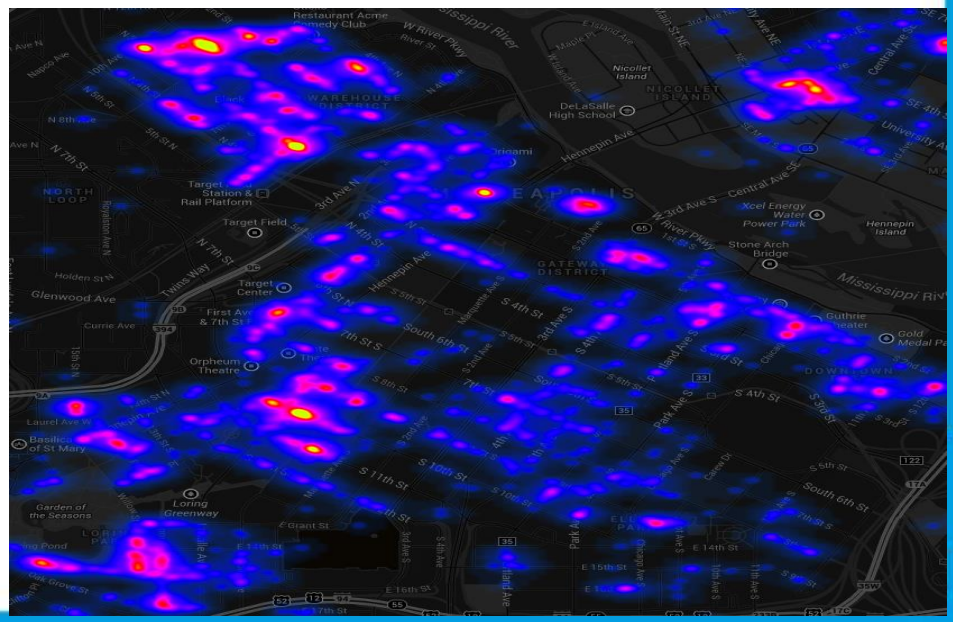


* Excludes zip codes with less than 1% of total trip starts

Trip Starts Map

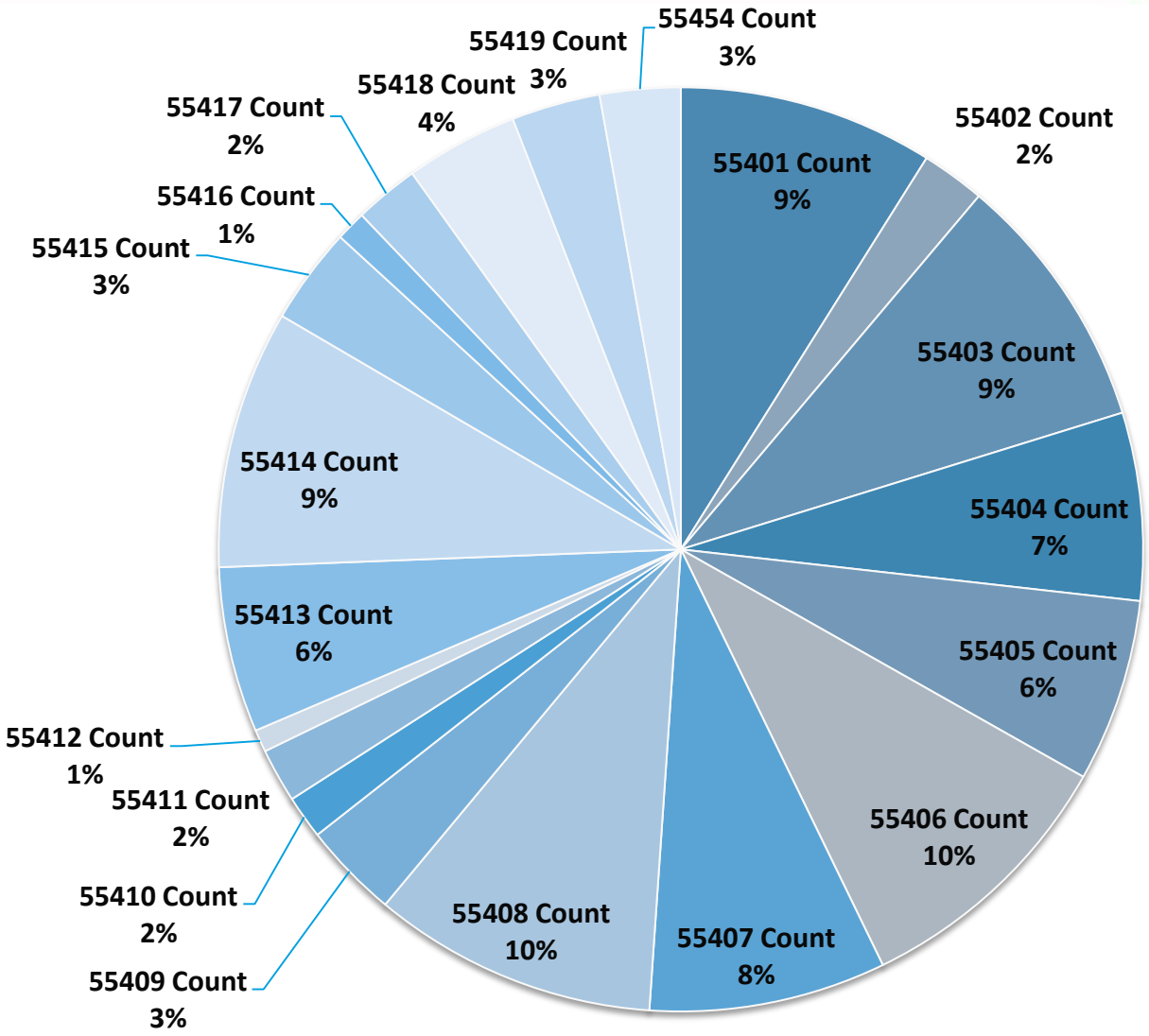






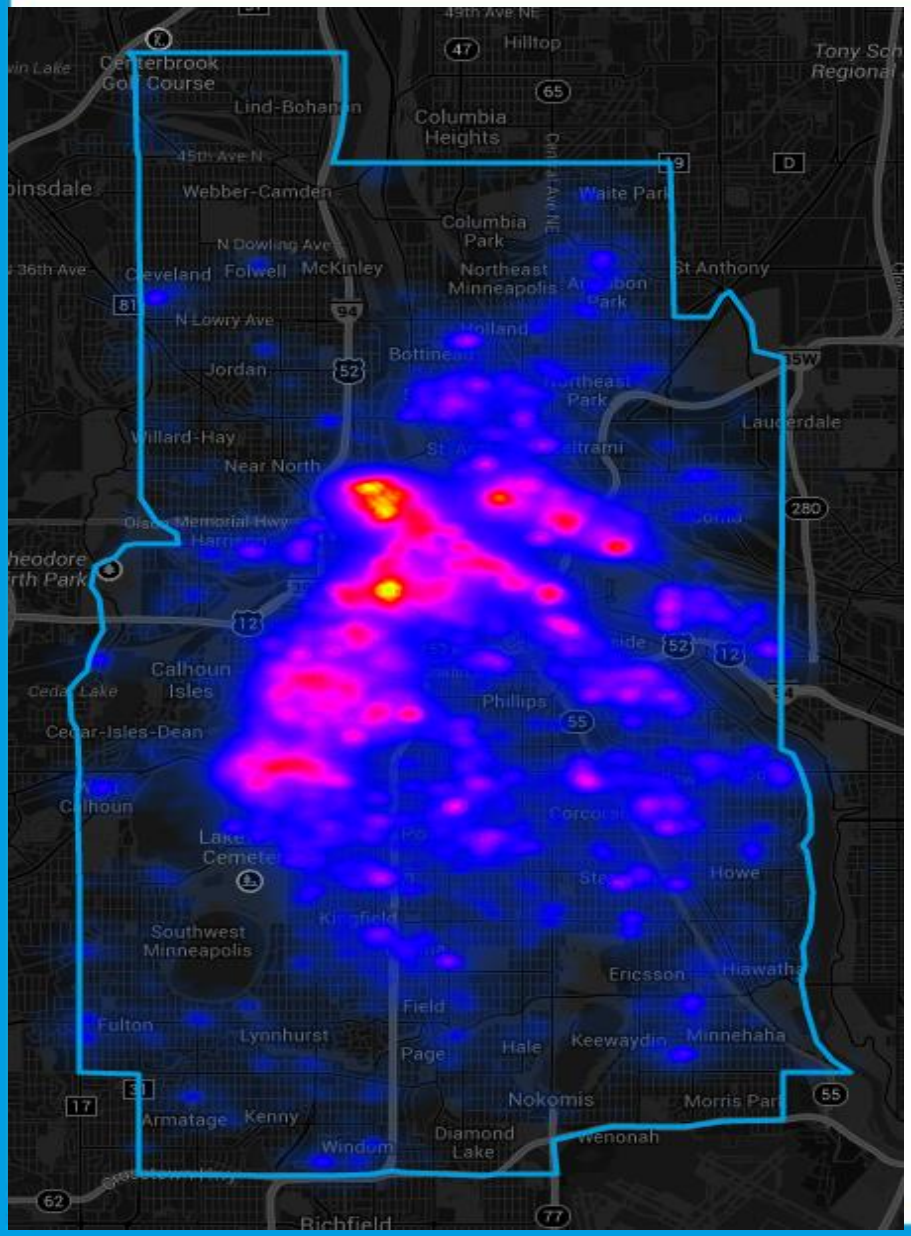
Trip Ends by Zip Code

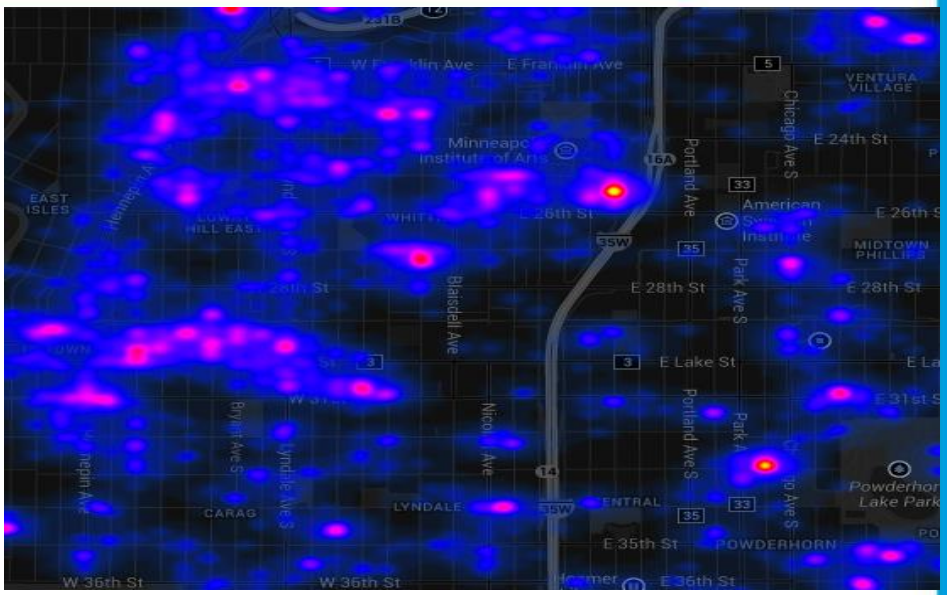
Zip Code	Ends
55401	2202
55402	550
55403	2239
55404	1621
55405	1581
55406	2373
55407	2045
55408	2458
55409	829
55410	373
55411	467
55412	193
55413	1431
55414	2233
55415	835
55416	261
55417	557
55418	975
55419	766
55454	696

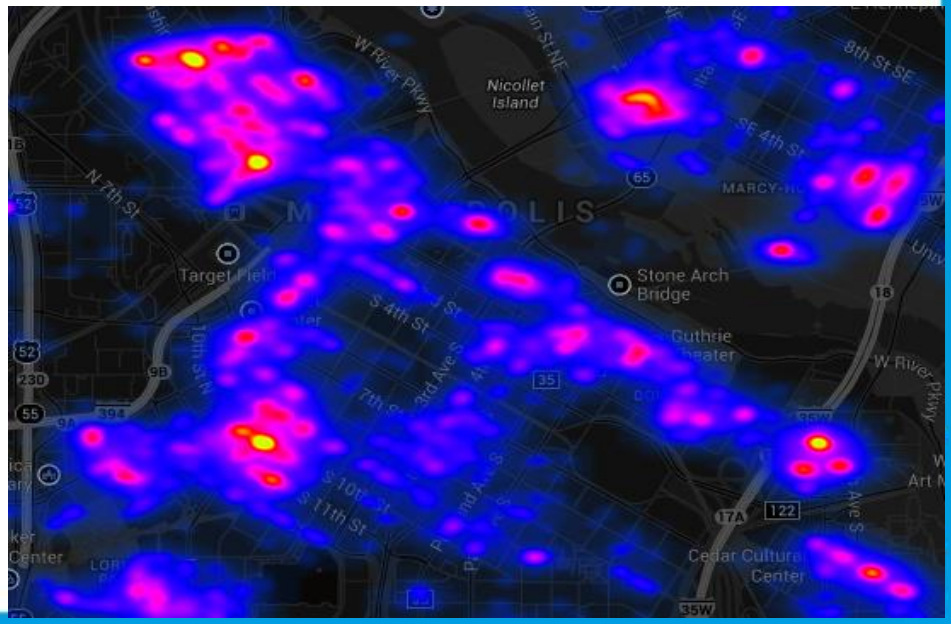


* Excludes zip codes with less than 1% of total trip ends

Trip Ends Map

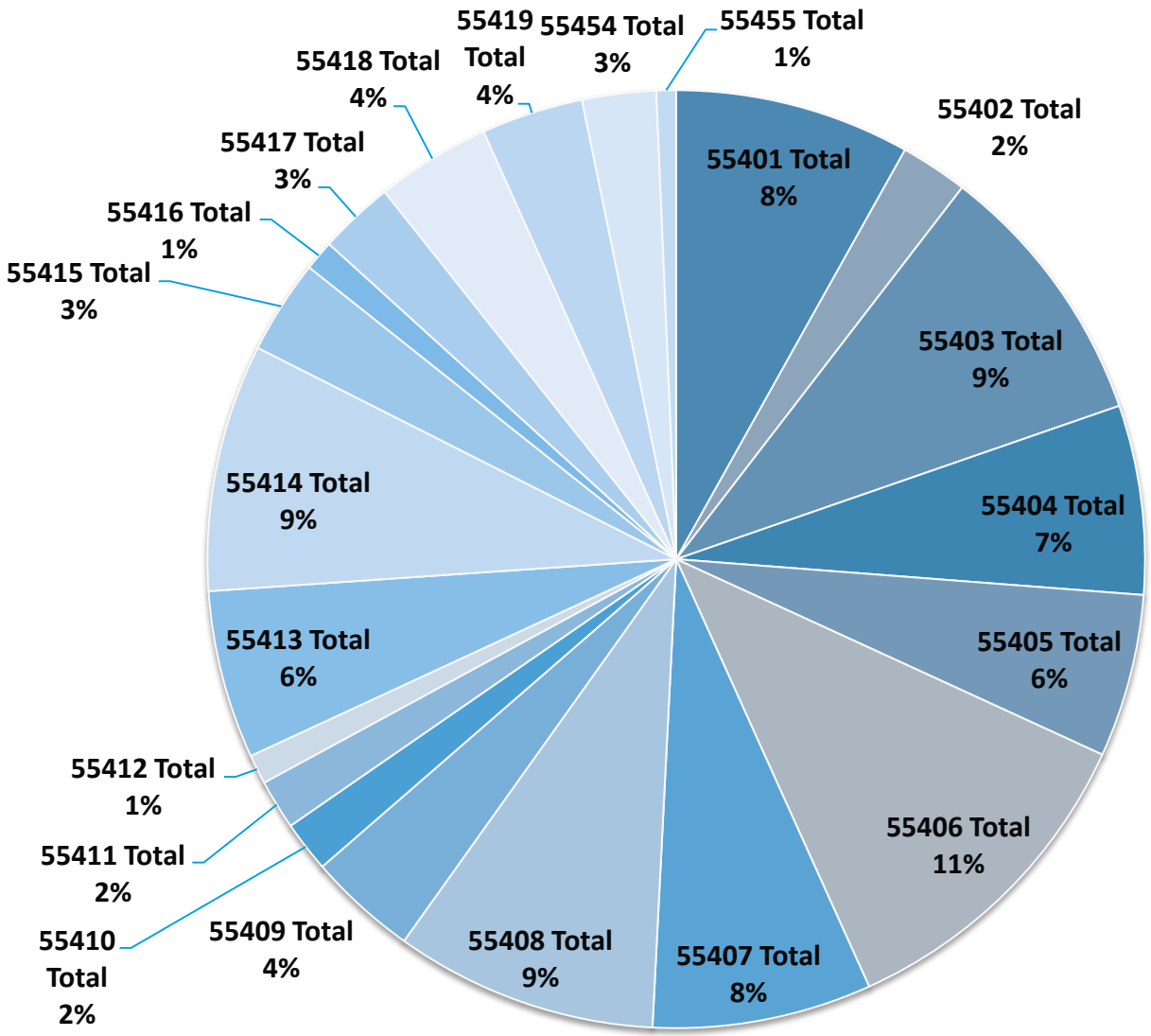






Miles Driven From Zip Code

Zip Code	Miles
55401	6401
55402	1832
55403	7280
55404	5142
55405	4435
55406	8994
55407	5961
55408	7137
55409	2965
55410	1386
55411	1354
55412	798
55413	4577
55414	6724
55415	2561
55416	821
55417	2041
55418	3111
55419	2771
55454	2008
55455	535



Moving Forward

- Continue to build on the success we have seen with point-to-point carsharing in Minneapolis, including deployment of 85 additional cars to meet high demand in areas such as North Loop, Loring Park, Whittier, Seward, and Powderhorn Park

- Continue to make inroads and build conversation with St. Paul officials regarding expansion of home area to connect Minneapolis and St. Paul